



ABN 98 084 370 669

Monday, May 15, 2017

ASX Market Announcements
ASX Limited
20 Bridge Street
Sydney NSW 2000

'YOWIE IS BACK!' ON SHELF IN AUSTRALIAN RETAIL OUTLETS

Yowie Group Ltd (ASX: YOW, OTC ADR: YWRPY) (the **"Group"** or **"Yowie"**) is pleased to announce that 'Yowie is Back!' in store in Australia, rolling out across a range of retailers representing the grocery, convenience, petrol, department and toy store channels across all states and territories.

Yowie is now available on shelf in store with retailers including **Kmart, Toys R Us, Big W (100 stores on shelf week commencing 15 May), selected IGA stores and the Reject Shop** at standard retail pricing.

"We are very pleased with the initial feedback received from Australian wholesalers about the Yowie ANZ distribution agent Universal Candy" said Bert Alfonso, Global Chief Executive Officer, **"their in-store execution and partnership with retailers are delivering on a strong launch for Yowie's return. We are already getting lots of positive input from consumers."**

Net Sales for Australia in fiscal 2017 will be about \$1.6M USD and are expected to more than double in FY 2018. We will provide more detail about our revenue guidance for FY18 prior to the end of FY17.

Yowie Group will be supporting the entry with a social media marketing campaign beginning in May featuring content to relate the authenticity of the Yowie brand, inspire conservation awareness and to recruit and invite netizens to become part of Yowie world game activities online. A secret disruptive activation will take place in early June to strengthen the launch. Campaign content will be broadcast on YouTube, Facebook and Instagram Yowie World and Yowie Australia networks.

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Yours sincerely

Bert Alfonso

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Global CEO & Managing Director
Yowie Group Ltd

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Examples of current in store merchandising across Australia



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About Yowie

Yowie Group Ltd is a global brand licensing company specializing in the development of consumer products designed to promote learning, understanding and engagement with the natural world through the adventures and exploits of six endearing Yowie characters. Educating children and adults about the environment and ecology is at the heart of the Yowie proposition.

Yowie Group employs its company-owned intellectual property rights in the outsourcing of the manufacturing and distribution of the Yowie chocolate confectionery product and in the development of a Yowie digital platform and Yowie branded licensed consumer products. The Company's vision for the Yowie brand includes distribution of Yowie product in North America, with further expansion planned into Australia, New Zealand and throughout Asia, where the Yowie brand is known and brand equity remains strong, even with the brand not having been active in the market for around ten years. Expansion into Europe and the Middle East are key strategic priorities for a second-stage brand rollout.

Yowie Group Ltd was first listed on the Australian Securities Exchange www.asx.com.au in December 2012 under code name 'YOW'. The Company's registered head office is in Perth, Western Australia.

For more information on the company go to www.yowiegroup.com
The Yowie consumer website can be found at www.yowieworld.com

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